

Oneida County Tourism Meeting minutes  
Minocqua Chamber of Commerce

February 3, 2014

Present: Kim Baltus, Romelle Vandervest, Bob Martini, Penny Weismann, Dan Brekke, Tim Brown, Lyn Pilch, Sara Pischer

Excused: Connie Madden

1. **Call to order** – the meeting was called to order by Kim Baltus at 1:35pm
2. **Approval of Minutes**– motion made by Martini, seconded by Brekke; all in favor, motion approved.
3. **Approval of Invoices from December** – Motion made by Baltus, seconded by Martini; all in favor, motion approved
4. **Treasurer's Report** – Madden was absent. Pilch & Barnet invoice was passed around for approval (January & February). Motion made by Vandervest, seconded by Martini; all in favor, motion approved.
5. **JEM Branding Grant** – 5 County branding evaluation needs to be wrapped up & submitted to the state for reimbursement.  
It was noted to add to the April agenda the discussion of doing a presentation to the County Board in June to illustrate what the JEM Grant provided.
6. **Pilch & Barnet Report** – Best of the Midwest ad yielded 1,400 leads for the area. Facebook fans as of December were 6,094. 612 new fans of which 606 were obtained through advertising.  
A Pinterest page was also just started.  
Pilch proposes to do some advertising at the Oneida County Airport using the funds from the Oneida County guides. Martini made the motion to go ahead in an amount not to exceed \$1,500. Seconded by Vandervest; all in favor, motion approved.
7. **Oneida County 2014 Budget** – There is \$700 in the budget for the Oneida/Vilas County Maps but the total bill is \$1200. A motion was made by Vandervest to transfer \$500 from the Trail Maps account to cover the expenses. Seconded by Brekke; all in favor, motion approved.  
Conference expenses: there is \$1,000 budgeted. It was thought that zambon would attend WIGCOT.
8. **State Tourism Dept.** – They are gearing up for the WIGCOT Table Lunch on Monday. Remember to go and “like” the WIGCOT Facebook page.  
They are also creating an app for the conference.  
Snow Conditions reporting – Please continue to update the state site. They released a “Winter Widget” that can be added to websites.  
The Spring & Summer Events Guide, Arts & Crafts Guide and Biking Guide are all available for distribution.  
Make sure to sign up for the Travel Wisconsin e-newsletter.  
Customer training will be available again in 2014. Get a hold of Sara to schedule trainings.
9. **ITBEC** – There was a Sports Shows January 10<sup>th</sup>-12<sup>th</sup> in Green Bay. There was a show in Madison in February.
10. **Community Reports** – Minocqua: Snowmobile season has been great and Silent Sports have been good. Winter Park has also been full all season. CruiseFest in Minocqua will be coming up. St. Germain – They had a successful CruiserFest which brought in over \$30,000.

Rhinelanders – The Hodag Broomball Tournament went well. Ho-Drag on Ice is coming up as well as the Home Show.

Pelican Lake – the Snowmobiling season had been good.

11. **Other** – Romelle Thanks committee for her time served.

12. **Next Meeting** – April 7<sup>th</sup> @ Lake Tomahawk (Sloan Community Center)

13. **Adjournment** - Motion by Vandervest, seconded by Martini; all in favor. Motion approved.

Meeting Adjourned at 3:00pm

Respectfully Submitted by Kate Bauman

## ONEIDA COUNTY TOURISM COUNCIL

LAST NAME	FIRST NAME	REPRESENTING	PHONE	EMAIL
Anderson	Tamra	Tomahawk Chamber of Commerce	715-453-5334	<a href="mailto:tamra@gototomahawk.com">tamra@gototomahawk.com</a>
Arends	Jan	Tomahawk Chamber of Commerce	715-453-5334	<a href="mailto:jan@gototomahawk.com">jan@gototomahawk.com</a>
Baltus	Kim	Minocqua Area Chamber of Commerce	715-356-5266	<a href="mailto:kbaltus@minocqua.org">kbaltus@minocqua.org</a>
Bauman	Kate	Rhineland Area Chamber of Commerce - alt	715-365-7460	<a href="mailto:assistant@rhinelanderchamber.com">assistant@rhinelanderchamber.com</a>
Brainard	Patricia	Three Lakes Information Bureau-alternate	715-545-2413	<a href="mailto:3lakes@fnb-eagleriver.com">3lakes@fnb-eagleriver.com</a>
Brekke	Dan	Town of Pelican	715-369-3112	<a href="mailto:brekkes@charter.net">brekkes@charter.net</a>
Brown	Tim	Oneida County UW-Extension	715-365-2750	<a href="mailto:tbrown@co.oneida.wi.us">tbrown@co.oneida.wi.us</a>
Brunswick	Skip	Three Lakes Chamber of Commerce	715-546-3344	<a href="mailto:skip@threelakes.com">skip@threelakes.com</a>
Cushing	Ted	ITBEC	715-356-5887	<a href="mailto:ted@northwoodsvacationland.com">ted@northwoodsvacationland.com</a>
DeMet	Dana	Rhineland Area Chamber of Commerce	715-365-7465	<a href="mailto:director@rhinelanderchamber.com">director@rhinelanderchamber.com</a>
Gibson	Jenny	Hazelhurst Information Bureau	715-356-3018	<a href="mailto:info@blacksciff.com">info@blacksciff.com</a>
Kelly	Tom	Oneida County Board of Supervisors	715-369-3018	<a href="mailto:511 Evergreen Ct., Rhinelander, WI 54501">511 Evergreen Ct., Rhinelander, WI 54501</a>
Madden	Connie	Lake Tomahawk Information Bureau	715-277-3643	<a href="mailto:madd53@frontiernet.net">madd53@frontiernet.net</a>
Oborn	Blaine	City of Rhinelander, Administrator	715-365-8630	<a href="mailto:admin@rhinelandercityhall.org">admin@rhinelandercityhall.org</a>
Pilch	Lyn	Pilch & Barnet, Inc.	608-242-8895	<a href="mailto:lyn@pilchbarnet.com">lyn@pilchbarnet.com</a>
Reinemann	Beth	Pelican Lake Area Chamber of Commerce	715-487-5222	<a href="mailto:pelicanlakebeth@yahoo.com">pelicanlakebeth@yahoo.com</a>
Sorensen	Jack	Oneida County Board of Supervisors	715-490-0925	<a href="mailto:sorensenappraisal@frontiernet.net">sorensenappraisal@frontiernet.net</a>
Wiesmann	Penny	St. Germain Chamber of Commerce	715-477-2205	<a href="mailto:sgexecutive@frontier.com">sgexecutive@frontier.com</a>
Zambon	Kari	Holiday Acres Resort, Town of Pelican	715-369-1500	<a href="mailto:kkikandp@yahoo.com">kkikandp@yahoo.com</a>

*\*Updated 05/22/14*

### OCTC Members = 11

Hazelhurst  
Lake Tomahawk  
Minocqua Area  
Oneida County Board (2)  
Pelican Lake  
Rhineland  
St. Germain  
Three Lakes  
Tomahawk  
Town of Pelican

**Quorum = 6**

### At-Large OCTC Members

Tim Brown  
Ted Cushing  
Blaine Osborn  
Lyn Pilch